

The Tale of Two Toll Roads

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Two different regions,
two different toll facilities



I-495 is one of the most congested roads in the U.S.,
can't build out of congestion,
travelers want a reliable trip, affluent region





495/95 Express Lanes

Express Lanes stretch more
than 40 miles

vehicles with 3 or
more people drive free,
solo drivers pay a
variable toll

Midtown Tunnel was the most heavily traveled two-lane road east of the Mississippi, area surrounded by water, tunnel located in financially distressed area



Under the Elizabeth River, the New Midtown Tunnel
opened in 2016 , electronic tolling started
before construction in 2014



Goal: move more people with fewer cars, high E-ZPass use



Express Lanes under construction



Classic marketing model

Construction communications led by state: Build support, prepare for construction impacts through intensive media, grassroots outreach and some paid marketing

Awareness

Familiarity

Consideration

Trial

Desired Behavior

Express Lanes communications led by private sector: Tout benefits, educate how to use facility, motivate people to get transponders through extensive outreach and aggressive paid marketing

Construction communications pushed key benefit message





Construction based communications

Themes:
Choices Ahead
Know before you go



New construction – and new travel options – are coming to I-495

Virginia has started a major construction project on I-495—a five-year undertaking that will bring more transportation choices to the Capital Beltway than ever before.

When construction is complete, the Beltway will offer seamless HOV lane connections with I-95 and I-66 for the first time, thanks to 14 miles of new High Occupancy Toll lanes between the Springfield and Loudoun County Bypass.

**I-495 HOT LANES
CONSTRUCTION**

Route 123 closed this weekend.

Access to...

Traffic Incidents

Transit Map

Transit Schedules

Travel Options

Travel 34°F

November 21

12:57 PM

For real-time traveler information, call 511 or visit www.511va.org

Virginia

VIRGINIA MEGA PROJECTS

Virginia Department of Transportation & Department of Rail and Public Transportation

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Sign up for alerts and updates

Virginia advances new I-95 HOV/HOT Lanes project

VDOT will advance a new I-95 High Occupancy Vehicle/High Occupancy Toll (HOV/HOT) lanes project to relieve a major bottleneck in the HOV lanes, and create a seamless network.

Next > Read More CLOSE

ramps today – Route 50 will close for six nights

A I-495 HOT LANES B I-95 HOV/HOT LANES C ROUTE 123 CLOSURE D ROUTE 123 CLOSURE E I-95 WIDENING F FAIRFAX COUNTY MARK CITY ROAD OTHER PROJECTS



Tysons Express
Commuter assistance
program provided bus
services during construction

**From HOT lanes to the one,
unifying brand**



ExpressLanes

Need to simplify...



How do you use lanes, travel and pay

The screenshot shows the ExpressLanes website with the 'Using the Lanes' section highlighted. The page features a blue header with navigation links: 'USING THE EXPRESS LANES', 'ROADWAY INFO', 'YOUR TRAVEL OPTIONS', 'ABOUT', 'MISSED A TOLL?', and 'GOT A LETTER?'. The main content area has a green banner for '495 EXPRESS LANES' with a text box explaining that these lanes are on the Capital Beltway in Northern Virginia, span 14 miles, and are separated from regular lanes by white posts. A green button labeled 'LEARN HOW TO ACCESS THE LANES »' is visible. The background of the section is an aerial view of a multi-lane highway.

495 EXPRESS LANES

The 495 Express Lanes include two lanes on both the inner and outer loop of the Capital Beltway in Northern Virginia. The Lanes span approximately 14 miles on the Beltway and are also located in the center of the highway. They are separated from the regular lanes by white posts which drivers should never attempt to pass through.

[LEARN HOW TO ACCESS THE LANES »](#)

This screenshot displays the 'How Do You Travel?' section of the ExpressLanes website. It features a grid of 12 icons representing different travel methods: driving alone, carpooling, driving a hybrid/clean vehicle, solo driving, taking the bus, vanpooling, riding a motorcycle, driving a truck/commercial vehicle, operating a bus, driving a taxi, being a law enforcement officer, and being an out-of-town driver. At the bottom, there is a link that says 'Looking to explore more travel options?'.

ExpressLanes

USING THE EXPRESS LANES ROADWAY INFO YOUR TRAVEL OPTIONS ABOUT MISSED A TOLL? GOT A LETTER?

How Do You Travel?

- I Drive Myself
- I Ride in a Carpool
- I Drive a Hybrid/
Have Clean Fuel Plates
- I Slug
- I Take the Bus
- I Ride in a Vanpool
- I Ride a Motorcycle
- I Drive a Truck/
Commercial Vehicle
- I Operate a Bus
- I Drive a Taxi
- I am a Law
Enforcement Official
- I Am from Out of Town

[Looking to explore more travel options?](#)

The screenshot shows the 'E-ZPass 101' section. It includes a graphic with the text 'Fund it', 'Link it', and 'Mount it' next to icons representing a credit card, a link, and a device. Below this is the title 'E-ZPass 101' and the subtitle 'Learn how to properly use your E-ZPass.' A blue button labeled 'WATCH NOW' is at the bottom.

Fund it
Link it
Mount it

E-ZPass 101

Learn how to properly use your E-ZPass.

[WATCH NOW](#)

I ❤️ EXPRESS LANES

I drive with ease to work meetings,
doctor's appointments, and picking up
my son from school without getting
stuck in traffic.

– Yvette M.





- 59% of area drivers have used Express Lanes
- 75% customer satisfaction
- Average daily trips on 495 Express Lanes increased by 71% from March 2013 to March 2016
- Average daily trips on 95 Express Lanes increased by a third from March 2015 to March 2016
- More than 795,000 E-ZPass transponders*

Source: Transurban

**VDOT*



Midtown Tunnel under construction

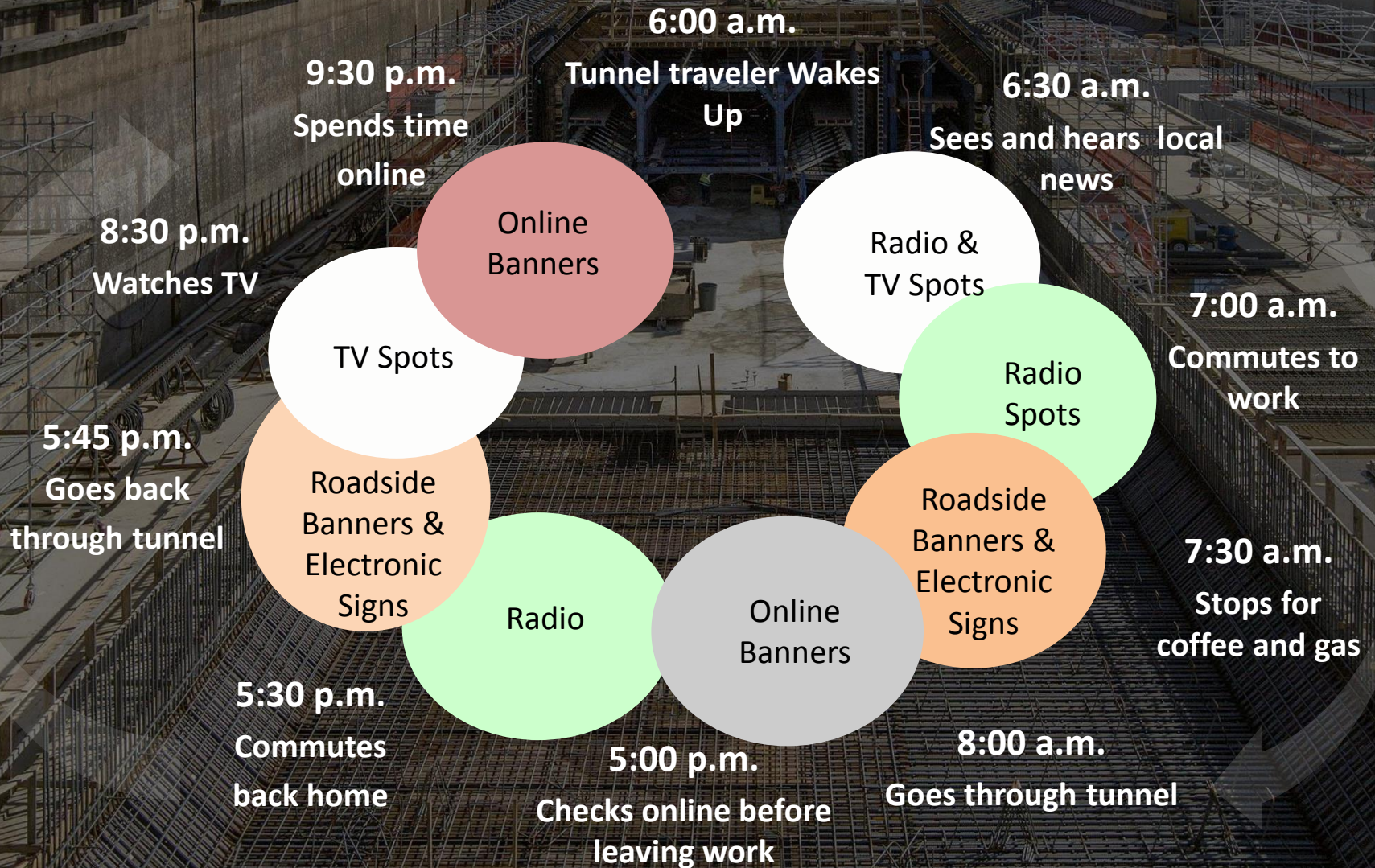


Challenges:

Toll collection started BEFORE construction, had two months to get 75,000 E-Zpass transponders out in service, negative media coverage

Marketing plan was basic:
Get your E-ZPass **NOW**

Reaching our primary audience



Downtown and Midtown Tunnels:
Tolling starts Feb.1

3 easy ways to get your E-ZPass now.



www.EZPassVA.com



Customer Service Centers
NORFOLK: 1701 Church Street
PORTSMOUTH: Victory Crossings Shopping Center
4010 Victory Boulevard



Call 1-877-762-7824



Getting a new E-ZPass is now easier than ever. Go online. Visit a Service Center, or other convenient locations. Or call us toll-free to get yours today. Hurry, you'll want an E-ZPass on the Downtown and Midtown Tunnels when all-electronic tolling starts February 1.

Starting Feb.1: No toll booths. No cash. No stopping.



Downtown and Midtown Tunnels:
Tolling starts Feb.1

Your E-ZPass is
just a click away.



Go to EZPassVA.com to get your E-ZPass now!

Getting a new E-ZPass is now easier than ever. Just go online to order yours today! But hurry, you'll want an E-ZPass on the Downtown and Midtown Tunnels when all-electronic tolling starts on February 1.

Starting Feb.1: No toll booths. No cash. No stopping.



Downtown and Midtown Tunnels

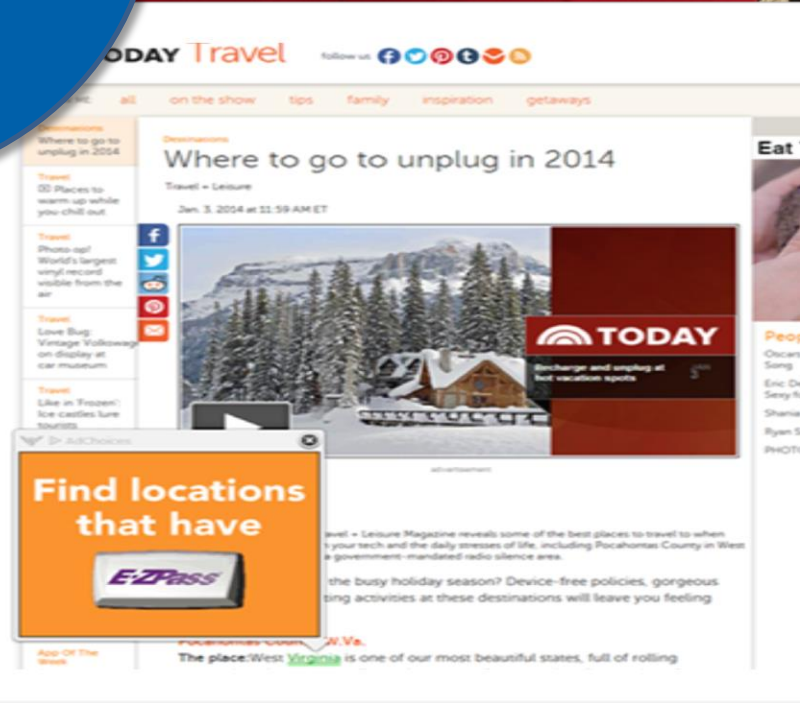
Tolling starts Feb. 1 Get your now!



Tolling Starts Feb.1
E-ZPassVA.com

Notice Campaign

Focus:
Countdown is on to get
your E-Zpass





80K+ transponders issued in 60 days

- Over four months, E-ZPass transponders in the market increased by 213%
- 76% of tunnel users pay by using their E-ZPass
- Toll relief program for financially distressed tunnel users to begin, first of its kind in the nation
- E-ZPass education campaign under way

What worked

1. **The foundation** - the right team, the right roles
2. **Marketing 101** - awareness leads to conversion
3. **Clear goals** - fewer the better
4. **Strategic** - broad and targeted, research-based
5. **Strong brand** - consistent and straightforward
6. **Notice campaigns** - simple works
7. **Date-driven E-ZPass campaign** - countdown is on
8. **Ongoing education** - measure and adjust